MARCH 1993 MANUFACTURERS' PRICE INCREASE SUMMARY

COMPANY	ANNOUNCED	EFFECTIVE	BRANDS	PRICE INCREASE	NEW PRICE 80/85	NEW PRICE 100/120	PROGRAM OFFER	ALLOW	DATING
PHILIP MORRIS	THUR., 3/11/93	MON.,3/15/93	ALL BRAND STYLES(EXCEPT)	$1.00	$72.10	$73.60	2 PERIODS BUY GET		30 DAYS
			PLAYERS LIGHTS 25'S	$0.80	$57.70	$58.90	MAR 15-19 100% 200% @$1.50,$1.20,$1.00		ON
			CAMB,ALPINE,BUCKS,BRISTOL	$1.00	$52.45	$53.70	MAR 22-31 150% 150% @$2.00,$1.60,$1.50		INCREMENT
			BASIC	$2.50	$39.20	$40.45	(SHIPMENTS) ALL FOR RET FEAT PR-UNCHG	$4.00	
			BASIC (MN,TN,MT,MD,WI)	$4.00	$34.20	$35.45	(LIMITED) SEMI-ANN ACCRUAL +$1.50	$2.75	
			AAV	$2.50	$57.85	$59.10	(TO 125%/WEEK) OFF-INV TRADE DISC -$1.50	$1.00	
			PRIVATE LABEL	$2.50	$39.20	$40.45	(")		
			CARTIER,ROTHMANS, CANAD PL	NO CHANGE	-	-	BASIC & FVB WILL GET 2 WK CREDIT MEMO		
B & W	TUES,3/30/93	MON.,3/15/93 THUR,4/1/93	ALL BRAND STYLES(EXCEPT)	$1.00			130% ALLOCATION 2 WEEK CREDIT MEMO FOR DIFF BETWEEN OLD AND NEW PRICE		
			RICHLAND 25'S KINGS	$0.80					
			RICHLAND 20'S, VICEROY	$1.00					
			BELAIR, RALEIGH	$1.00					
			RALEIGH EXTRA AND GPC	NONE					
			SAVANNAH 100'S	$1.00					
LORILLARD		MON.,3/15/93	ALL BRAND STYLES(EXCEPT)	$1.00	$72.10	$73.60	2 WEEK CREDIT MEMO FOR		
			STYLE	$1.00	$52.45	$53.70	DIFF BETWEEN OLD AND NEW PRICE		
			HARLEY DAVIDSON (TEST)	$1.00					
RJ REYNOLDS	FRI., 3/12/93	MON.,3/15/93	ALL BRAND STYLES(EXCEPT)	$1.00	$72.10	$73.60	3- PERIODS BUY GET		
			CENTURY 25'S	$0.80	$57.70	$58.90	MAR 15-19 200% $0.75/M,$1.25/M IF MAX ALL PERIODS		
			DORAL, MAGNA, STERLING	$1.00	$52.45	$53.70	MAR 22-26 200% $0.75/M,$1.25/M IF MAX ALL PERIODS		
							MAR 29-31 200% $0.75/M,$1.25/M IF MAX ALL PERIODS		
			FRSYTH(BEST VAL,MONARCH,P.L.	$2.50	$39.20	$40.45	2 WK CREDIT MEMO TRADE DISC -$.1.50	$1.00	
							SEMI-ANN ACCRUAL +$1.50	$2.75	
			EXPORT A	NO CHANGE	$66.35				
LIGGETT	MON.,3/15/93	TUES.,3/16/93	ALL BRAND STYLES(EXCEPT)	$1.00	$72.10	$73.60	1 - 12 DAY PER BUY GET		
			PYRAMID	$1.00	$52.45	$53.70	100% UNLIMITED @$1.25/M		
			NEW CHESTERFIELD FILTERS	$1.00					
			GENERIC/P.L.	$2.50	$37.20	$38.45	2 WK CREDIT MEMO		
			QUALITY SEAL	$2.50	$39.20	$40.45	2 WK CREDIT MEMO		
AMERICAN		MON.,3/15/93	ALL BRAND STYLES				125% ALLOCATION		
	THURS.,3/18/93	MON.,3/22/93	ALL BRAND STYLES(EXCEPT)	$1.00	$72.10	$73.60			
			PRIVATE STOCK,PRIME						

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